

3M *"Cantata" 700*
BRAND BACKGROUND MUSIC SYSTEM

THE MYSTERY OF MUSIC



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Two centuries ago, William Congreve wrote:

*"Music hath charms to soothe
the savage breast,
To soften rocks, or bend a
knotted oak."*

There is power in music, power to do strange, even wondrous things. And we are just beginning to learn something about its power and influence.

How music affects people (and even plants and animals) still holds considerable mystery. But the fact that it does have an unusual effect on us has been proved time and again.

Studies have shown that music can control metabolism, increase or decrease the pulse rate and muscular energy, and even affect sensory perception. It can stir, soothe, stimulate, relax . . . create a mood.



*What does this
mean to you...
a businessman?*

The simple fact is the "power of music" has today become an effective force in business just as it has in science, agriculture, therapy and even warfare.

Music has been used by farmers to increase egg production and the yield of corn up to 17% . . . by doctors in the treatment and therapy of mental patients, and also in dental work. The government has studied the effects of music in psychological warfare.

More important to you, however, music has been proved to increase production among factory and office workers (while decreasing errors), and to be a valuable asset in selling . . . particularly in retail outlets, restaurants, and other places used by the public.

Music to work by

In England, during the Second World War, all companies involved in defense work were required by contract to let their employes listen to a special program called "Music While You Work," broadcast daily by the BBC.

They found, as many companies are finding now, that music, properly programmed and played, can help employes increase their production. (According to studies conducted by the University of Illinois, this is a measurable increase which can amount to 5%, 10% and even 15%.)

How can music actually increase production?

Music has a marvelous power to relax people . . . and preserve

the energy they normally use up just by being tense. And just as important, it combats the creeping boredom and fatigue that come with routine jobs.

It's almost as simple as that.

When you expose your employes to music while they work, the day-to-day sameness is reduced, the atmosphere is more relaxed, and they become less bored and fatigued. As a result, you get more efficient workers and higher production.

Of course, all music isn't "music to work by." Work music is designed to improve your well-being and effectiveness subconsciously.

The minute music distracts your workers (and they begin



to tap their feet or hum along), you've defeated its purpose... and it's probably worse than no music at all. This is why ordinary taped, recorded systems and radio are not effective as work music. They entertain...distract instead of stimulate.

What kind of music does the job?

Generally, in shops and offices, you need a *rhythmic* type of music...music with an easy, "lilting" tempo recorded by smaller groups and combos. No brass bands, no vocals, no stirring marches.

It's also possible to over-stimulate your people...even with music. For example, if you played fast music all day (in hopes of getting them to work faster), you'd only "wear them out"...making them less efficient than before.

Neither do you play it all the time.

The truth is, no matter how properly your music is programmed and how well designed it is to help employes, it shouldn't be played all day. This is too much music.

But modern, scientific studies give us the real proof.

The effects of music on work have been studied time and time again under controlled conditions and have revealed more than a correlation between music and production. In some cases, they've actually shown that music can have a beneficial effect on tardiness and early departures, and on absences and accidents.

Perhaps the greatest proof, however, lies in the hundreds of testimonials from companies who use background music and have recorded its unusual effect on employe morale and on quality and quantity of pro-

duction.

You might also consider that the largest users of background music are banks and insurance companies (two businesses known for their studied and cautious approach), who've proved to themselves that employes who work with figures not only work faster with music, but make fewer errors.

The best proof for you is to install music in your own business (the cost is actually modest) so you can study the effects and benefits yourself.



Music to buy by

It's getting difficult nowadays to find any good restaurant, cocktail lounge or specialty store that doesn't provide music for its patrons.

The reason may be obvious. Picture yourself in a small specialty store early in the morning with only one or two other customers about.

What do you notice?

Well, without music, it's *quiet*. You hear the clang of the cash register, the clerks and other patrons talking, and you hear the manager as he talks on the phone.

Fact is, with all this "deadly silence," you're not at ease.

You're almost tempted to walk on tiptoe . . . or worse yet, to walk out of the store. And that's the reason many retailers wisely insist on background music.

Music breaks the "deadly silence" you get when your store is only partially filled . . . say 10% to 20%. It warms your store or place of business . . . keeps it more relaxed and inviting . . . muffles conversations . . . and gives you the kind of "atmosphere" that people like to buy by. They feel more welcome, comfortable, and more like "staying around awhile." The same is true of restaurants,

cocktail lounges and other public places. A proper background of music camouflages the conversation at the next table and the "rattling" of the trays . . . creates a mood or feeling . . . makes everything more pleasurable.

The music you play for "customers," though, is different from work music because its purpose is different.

Retail music is more *melodic* and generally recorded by larger groups. Also, because customers aren't "captive" (as are workers in an office), you can play the music for longer

periods of time . . . generally 24 minutes out of every half hour. (The break is to give your employees a rest.)

The volume is at a different level, too.

In a store or restaurant, background music isn't designed to compete with normal noises of your business. Its function is to "fill the gap" when your store or business is partially filled. As more and more people come in, the music is less important because the people make the atmosphere.

So the level of the music should be low. If you adjust it to a near-empty store, you'll

generally have just the right volume.

Why consider music as part of your business of serving the public?

If you're in a retail business, you probably know the answer. Your job is to keep customers in a "buying" mood . . . and people feel more like making decisions when they're relaxed and comfortable.

Next time you're out, either shopping or eating, listen for the music. You'll notice where music is playing, each stop is more comfortable and inviting, and you're far more likely to "linger awhile."



Music that relaxes

This "power" that music has—its ability to soothe and relax—is also valuable in professional offices.

Like reception rooms.

Have you ever noticed, for instance, there's seldom a clock in a doctor's waiting room? Why? Because most doctors are often behind in appointments...and the longer you sit there (watching the clock), the more tense, nervous or angry you get.

Music, then, accomplishes the same general purpose as the "missing clock"...or the magazines you find in most waiting areas. It helps the time pass.

It also makes the office or lobby less cold and professional...helps muffle noises and conversation, relaxes tension and anxiety, and makes clients or patients feel more at ease.

To be effective, however, the music should be professionally planned to soothe and relax...no commercials, time or news breaks (as you find with

radios) and no distractions (as you find with systems designed to entertain).

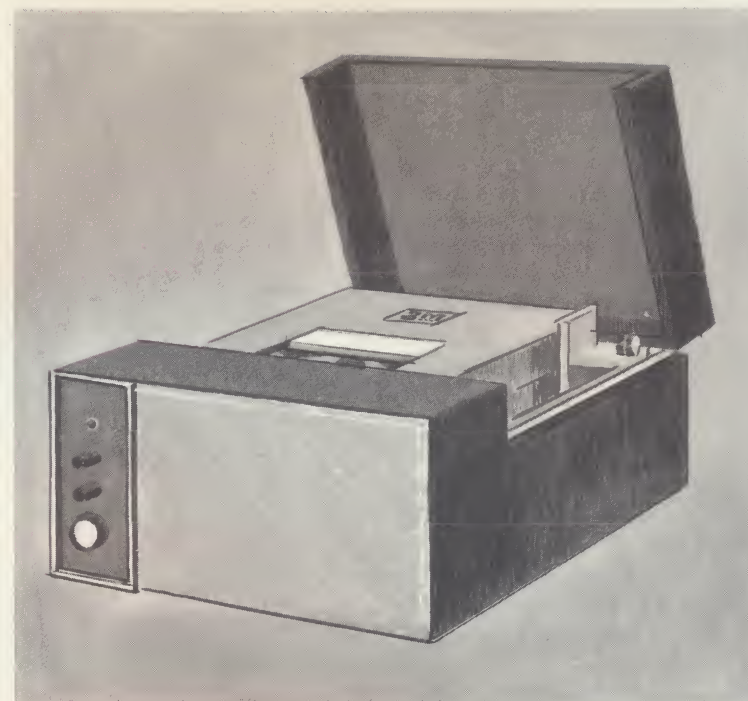
You should play it quietly, too, at a low and constant volume.

Also, because the people who hear the music will be constantly changing, you can play it almost continuously . . . allowing for small breaks (about six minutes every half hour) to give your employees a rest.

(You'll generally find that while music is designed for the benefit of your clients or patients, it will also affect your employees . . . improving their morale, making them easier to work with and more relaxed.)

In short, professionally planned music for professional offices (especially in waiting rooms) has so much to offer that it's now becoming a common practice among physicians and dentists particularly.

The best way for you to decide, however, is to try it yourself and see what a difference it makes.



A new and better way to take advantage of the Mysteries of Music

This booklet hasn't solved the mystery of music, but it has brought to light some specific benefits it has for you as a businessman.

Now we'd like to tell you how you can take advantage of these benefits in a new and better way.

At 3M, we've developed a new background music system that is truly revolutionary in concept. For one thing, it's a sys-

tem you can buy instead of lease . . . reducing the cost to such an extent that background music is now practical for everyone . . . even the smallest business or office.

Besides this, it's an automatic system, installed on your premises, that you control completely with the touch of a button twice a day. The volume and timing are set in advance, the music is designed for your type

of business, and its tone and fidelity are second to none.

In fact, if you're the least open-minded to background music and the benefits it holds for you, you now have the chance to use it more profitably than ever before. First, because it's a professional system, designed to give you specific results . . . and second, the 3M Background Music System costs less than any other background music system on the market today, bar none.

And all it takes is one quick call to your local 3M Dealer to get the facts and to see for yourself.

He'll be glad to demonstrate our new system for you (in your office at your convenience), and to leave it with you for a special free trial . . . all without cost or obligation.

Just call him now.



3M *"Cantata" 700*
BRAND BACKGROUND MUSIC SYSTEM



ANNOUNCING
THE FIRST
BACKGROUND
MUSIC SYSTEM
THAT EVERYONE
CAN AFFORD

*"Music
to bring out
the best
in people"*

Background Music



3M
COMPANY

2501 Hudson Road, Saint Paul, Minn. 55119

**ANNOUNCING THE FIRST
BACKGROUND MUSIC SYSTEM
THAT EVERYONE CAN AFFORD**



Most businessmen believe that to get a professional background music system, you must spend a lot of money... and up until now, that was true.

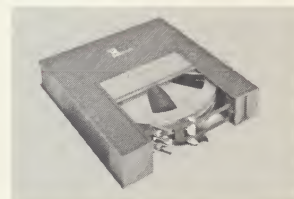
Practically every system you look at that you sign a leasing plan and pay a fee (year-in and year-out) for equipment that you'll never own.

3M's "Cantata" 700 Background Music System changes all of this.

Now, for the first time and at a very low cost (about one month's salary for an office secretary), you can have a completely new background music system that (1) pro-



itself lease it. The equipment, the music and you play it below your year and we pay the maintenance fees.



The 3M system is practical, it offers you a

3M "Cantata" 700

BACKGROUND MUSIC SYSTEM